



Campaign to Reduce Smoking Among Pregnant Women

-Submitted by Judith Mills, M.P.H., Outreach Coordinator for the California Smoker's Helpline

In an effort to raise awareness of the risk of premature births due to smoking during pregnancy, First 5 California, the California Smokers' Helpline, WIC (Women, Infants, and Children), and the March of Dimes are collaborating on a new program to encourage expectant and new mothers to pledge to quit smoking. The pledge program is part of the March of Dimes Prematurity Awareness Campaign and was launched in conjunction with their Prematurity Awareness Day on November 16, 2004.

Tobacco use among pregnant women is the leading preventable cause of infant mortality. It's estimated that nearly 10 percent of pregnant women in California smoke during their pregnancy. First 5 California's goal in providing funding for this campaign is to lower the risk of pre-term births by helping expectant mothers stop using tobacco. In launching the campaign, Dr. Leonard Klay, M.D., Obstetrician and Gynecologist and March of Dimes representative, noted that when a woman smokes during pregnancy, her baby gets less oxygen, causing the baby to

grow more slowly and gain less weight in the womb. Smoking nearly doubles a woman's risk of having a low birthweight baby. Premature and low birthweight babies are not yet fully developed and are more likely to face serious health problems, including mental retardation, cerebral palsy, lung and gastrointestinal problems, and vision and hearing loss. Each year, neonatal health care costs attributable to maternal smoking total approximately \$336 million in the United States. Smoking-cessation programs continue to be a crucial strategy for preventing poor birth outcomes and decreasing the social and financial costs of smoking during pregnancy.

The California Smokers' Helpline is coordinating the pledge program, which is being conducted through local WIC agencies statewide. It offers new and expectant mothers information about the risks associated with tobacco use during pregnancy and secondhand smoke exposure to young children. The pledge cards ask women to "become a role model for your children", and also promote the California

Smokers' Helpline. A study conducted by the Helpline study demonstrated that their telephone cessation counseling services increases the chance by more than 50 percent that pregnant smokers will successfully quit during their pregnancy.

The pledge card was produced in English, Spanish, Vietnamese, Chinese, and Korean. Contact Judi Mills, Outreach Coordinator, California Smokers' Helpline for more information about the campaign at jamills@ucsd.edu or (858) 300-1012.



Immunization Registry Benefits Children and Families

-Submitted by Sherry Bloker, INNC Project Director, IZ Registry

One in four California children are not up to date with recommended immunizations by age 2. Now Butte County children can be enrolled in an immunization registry that will maintain their immunization history in one place. Butte County's Immunization Registry, a project funded by the Butte County Children and Families Commission and implemented by Butte County Public Health Department, has been operating for 2 years. The registry, known as the Immunization Network of Northern California or "INNC", is part of a 15 county regional effort and eventually will link with 9 other regional registries throughout the state via a state-wide hub.

INNC is a confidential, secure, computerized information system that provides rapid access to a child's complete immunization record. Parents sign a consent to share their child's immunization information with the registry and only authorized users can access the information. Parents benefit from registry participation by having their child's immunization history in one database. If they move, lose records, change providers or need records for school entry, their child's immunization history can be easily retrieved. Registries make it easy for a health care provider to determine whether a child is up-to-date with vaccinations. Registries also have the

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There are two lasting bequests we can give our children. One is roots. The other is wings.

-Hodding Carter, Jr.

Fun Recipes for School Readiness

- Submitted by School Readiness Program Staff

As children get ready to enter Kindergarten, one important component is for them to have a positive approach to learning. Play based learning has been shown to be a very valuable way to teach children and influence their approach to learning. Play based learning is when children play, and explore and investigate what is around them and their surrounding environment. This structured play offers direction but still gives space for the individual child's imaginative response.

Adults have a role in this type of learning. The adult's role is to provide resources and experiences that stimulate thought and encourage the child to use objects, materials and language creatively. Play is a child's work, it is the way young children learn, the medium through which children work out their ideas and concepts and experience the world in which they live.

Here are some fun recipes that can be used to support this concept. These recipes are simple and are easy for families to make over and over again!

Ooblick: Mix equal parts of cornstarch and water to create this fun gooey suspension!

Best Bubble Solution: The formula is 6 cups water to 2 cups dish soap. Simple and easy! Try blowing bubbles with any or all of the following: berry baskets, 6-pack rings, PVC pipes with some cheesecloth on the end, even your hands!

Play dough: Combine in a bowl: 3 cups flour, 1 ½ cups salt, 6 tsp cream of tartar, 6 TBS oil, 3 Cups water (color optional). Mix together. Cook over low heat until a ball forms. Cool. Knead. Store in Ziploc bag.

Clean Mud: Grate 3 Bars of Ivory Soap. In a bowl mix the grated soap, 1 roll of toilet paper and some warm water. Keep mixing until it forms the consistency of mashed potatoes! You can store it in air-tight container and reconstitute it with more water. Dispose of Clean Mud in the trashcan not the drain!

Enjoy and remember to support children as they enjoy learning!



Butte County Children's Dental Project

- Submitted by Aimee Myles, Health Education Specialist

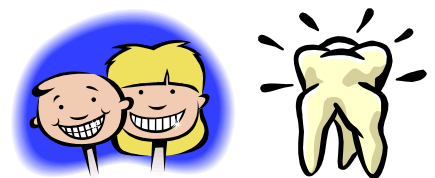
The Butte County Children's Dental project is an innovative, multi-faceted approach to decrease the incidence of dental disease in underserved children ages 0-5. The focus is on increasing dental treatment services and providing case management to ensure that children receive the needed treatment. Screenings for children at preschools is an emphasis. A trained team, lead by a Dental Hygienist, will provide dental screenings and preventive education at multiple preschools throughout the County.

A dental collaborative has been created that includes community members/organizations and dental providers to explore ways of increasing dental care for underserved children. The collaborative will also seek funding sources for the sustainability of needed dental services.

This year, dental health professionals will be able to attend a conference to increase their knowledge related to children's dental treatment and behavioral management techniques. Staff for the den-

tal project includes a dental hygienist, nurse case manager and health education specialist.

For more information on the project or if you want to be a member of the collaborative please contact Aimee Myles at 538-7274.



Founding BCCFC Program Manager Cheryl Giscombe has resigned effective March 2005.

Please join us in wishing her the very best of luck with future endeavors!! She will be greatly missed...

(Immunization... Continued from page 1)

ability to send reminders to parents when vaccines are due. Because of these advances, registries have been shown to improve immunization rates.

As of April 5, 2005, 40 local and regional health care providers were participating in INNC. As of that date, the registry database contained 31,163 patients (9,415 are under 6 years of age) and 262,766 individual immunizations!

For further information about INNC, please call the registry Help Desk at 1-888-INNC-411 or visit our web site at www.innc.org.

Sometimes the laughter in mothering is the recognition of the ironies and absurdities. Sometime, though, it's just pure, unthinking delight.

-Barbara Schapiro

Skyway House: Teaching Recovery and Care for Kids (TRACK)

-Submitted by Beth Porter, Program Director

Our TRACK program, which stands for Teaching Recovery and Care for Kids, provides residential substance abuse treatment and case management services for chemically dependent mothers and their children ages zero to five. The focus of this project is to support youth and families suffering from drug abuse. Currently TRACK is the only residential program in Butte County that allows children to live with their mothers during the treatment process.

Skyway House TRACK offers an integrated multi-organizational approach to outreach and engagement for these mothers and children by providing comprehensive, integrated, and intensified community-based assessment, case management and substance abuse treatment. Skyway House TRACK staff provide assistance to women in

treatment in the areas of creating healthy families, building strong bonds with children, and offering new systems of parenting while meeting the challenges of early recovery.

Since the inception of the TRACK program, we have assisted 52 mothers, not including their unborn children and children ages zero to five. Of those 52 mothers, twenty five percent have received funding through a grant from Butte County Children's and Families Commission, and we are pleased to announce that these mothers have sustained sobriety and have continued to bond with their young children. TRACK would like to take this opportunity to thank the community, the First Chance Coalition and the Butte County Public Health Department, Dr Eric Neal for their supportive services to infants, young children and their mothers.

If you would like a tour of our facility or would like more information regarding our program and its mission please contact us at (530) 534-0550.



"Thanks to TRACK for helping me start my new life."

Grantee Recipients
Graduation, February 24, 2005.

News and Events

- A valuable website is now being offered through Children's Home Society (CHS). Resources of this website include brochures on family time, discipline, toilet training, nutritional information, ages and stages, separation, daycare and so much more. You can access the CHS website at www.chs-ca.org.
- Do you want to quit smoking or know someone who does? We have two great resources for you! First, the California Smoker's Helpline is a telephone program that can help you quit smoking. Services are free and offer self-help materials, a referral list of other programs, and one-on-one counseling over the phone. Call them today at 1-800-NO-BUTTS. Second, the American Lung Association's (ALA) award-winning *Freedom From Smoking* classroom program is offered throughout Butte County and is free of cost. Call 1-800-LUNG-USA today for a list of upcoming classes and their locations. You can also call the Chico ALA office at (530) 345-5666 for more information.
- Don't forget about those great parenting classes being offered through Butte Community Employment Center! If you or someone you know would like help finding more effective ways to discipline, methods to improve communication, and steps to resolve family conflicts, these valuable parenting classes are a worthy investment of your time. They're also free of charge! For more information, call Liz Griffin at (530) 538-7755 or (866) 228-4368.
- If you care for young children, don't miss *A Place of Our Own*, weekdays at 1 PM on KIXE TV. Hosted by Debi Gutierrez, this show provides information and resources you need to support your role as a child's first teacher. Visit them on the web at www.aplaceofourown.org.
- Butte County Library Literacy Services is proud to offer free reading classes to the public. If you know someone who struggles with reading, this is a great opportunity. They are also looking for volunteer tutors! Volunteering to help just 2-3 hours a week can make a huge difference in someone's life (it just might be yours!). For more information on the reading program or to sign up for their next tutor training workshop, call (530) 538-7198.
- Online pediatricians can answer many of your pediatric health questions at www.askdrsears.com. Fussy babies, family nutrition, discipline and behavior, and childhood illnesses are just a few of the topics covered. Check it out today!
- Would you like to receive the Commission's weekly email communications list? If so, please send your request to sbillings@buttecounty.net or call (530) 538-7964. The communications list is distributed every Thursday.



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